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Population: Fifth Migration

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Even as Cleveland and Cuyahoga County have lost population steadily since the 1950s, the recent influx of highly educated millennials, specifically those aged 25 to 34, into Cleveland has been so steady that the city now ranks eighth nationally in rate of growth for this population.

“Normally in census data you’d look every 10 years and see some change, but in this cohort the change is so rapid that we really had to break it down in three-year increments. And that, to me, is telling,” says Lillian Kuri, program director for arts and urban design at the Cleveland Foundation, which last year commissioned a study on millennial migration patterns.

“The Fifth Migration: A Study of Cleveland Millennials” was conducted by the Center for Population Dynamics at Cleveland State University.

Rapidly shifting demographics make it hard to say just how much or for how long this will boost the region’s brain gain, but

it’s clearly an indication that highly skilled jobs — often in the sciences, technology, engineering and math — are available.

That’s great news, right?

“Even though we’re gaining many people with advanced degrees, we’re losing millennials without advanced degrees, and that’s not good,” Kuri said. “If we don’t keep and don’t find opportunities (for non-college-educated millennials), that will not turn into sustainable, long-term growth.”

What’s happening is a national phenomenon that Richey Piiparinen, study author and director of the Center for Population Dynamics at Cleveland State University’s Maxine Goodman Levin College of Urban Affairs, calls “aspirational geography.” As young, white suburbanites move into and community development corporations invest in revitalizing urban centers such as Fairfax, minority groups — primarily Hispanics and African-Americans in Cleveland — are migrating out to suburbs like Euclid in a quest to fulfill the conventional American Dream.

It may be great for tax bases and shaking up some of the more stubbornly segregated ZIP codes, but “if anyone

deserves to cash in on equity or change, it’s the existing residents,” says Piiparinen.

The other significant sector of the population that may ultimately contribute to a reversal in the shrinkage of Cleveland is the boomer generation. Proportionally, Cleveland and Cuyahoga County have a higher percentage of boomers than national and state averages (nearly 18% of the total population of the city).

“That empty-nester generation has so much potential to be part of the force of the next wave of this migration into cities,” explains Kuri, as they trade large houses for more modest apartments, cars for access to public transportation.

In fact, the two groups are not as disparate as they may outwardly seem, which is good news for Cleveland.

“In terms of a powerful force of repopulation and revitalization, (boomers) actually have more aligned (with millennials) than they don’t,” she says. “When you think about things millennials care about, they care about social issues, they care about making change ... and this retiring generation’s now looking back and saying, ‘How do I make my mark? How do I make a difference?’”

CAUCUS PERSPECTIVE

Inclusion is just as much a part of Cleveland’s legacy as its industrial past and history of philanthropy, said Joe Cimperman, former member of Cleveland City Council and the new president of Global Cleveland.

“Cleveland was a place that was the last terminus of the Underground Railroad. Our city was a city where futures were made,” said Cimperman in his address to the Greater Cleveland Caucus.

He pointed to the Fifth Migration study by CSU’s Center for Population Dynamics that documented the influx of millennials moving toward the urban core, a trend he said would never have happened in his father’s generation.

Caucus goers agreed; 41% said that our top inclusion priority should be institutional

Community Priorities

Institutional change to create welcoming and equitable opportunities for all	41%
Purposeful and targeted multigenerational training and opportunities	18%
Brand Greater Cleveland as safe, inclusive and welcoming	16%
Commits to increase and retain immigrants	15%
Foster regional cultural empathy	10%

changes to create welcoming and equitable opportunities for all, while 18% encouraged purposeful and targeted multi-generational training and opportunities, and 16% want to see Greater Cleveland branded as safe, inclusive and welcoming.

An important part of that, said Cimperman, is a willingness to accept and integrate refugees and immigrants.

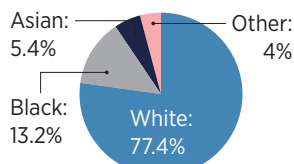
He said that the U.S. Department of State has authorized 1,000 refugees to come to Cleveland next year, but that the city could accommodate 3,000.

“For every one immigrant who arrives, five jobs are created. This is the story of Cleveland,” he said. “If there’s anything I learned from being on City Council, it’s to bet on the people who other people forget.”

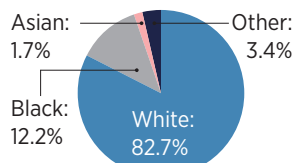
Go to www.CrainsCleveland.com/Pulse2016 for videos of Greater Cleveland Caucus speakers, as well as for expanded, interactive and downloadable data.

POPULATION BY RACE

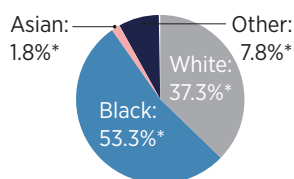
U.S.: 321,418,820 (2015)



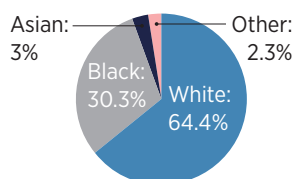
Ohio: 11,613,423 (2015)



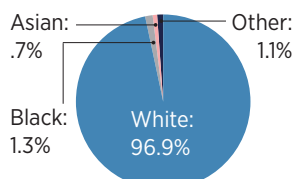
Cleveland: 389,521 (2014) vs. 396,697 (2010)



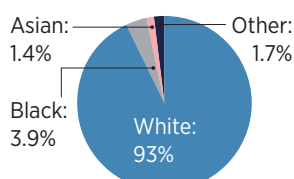
Cuyahoga County (2014):



Geauga County (2014):



Lake County (2014):



NOTE: * Percentage breakdowns for city of Cleveland reflect 2010 Census data

SOURCE: U.S. Census Bureau

FIFTH MIGRATION

A recent study commissioned by the Cleveland Foundation, "The Fifth Migration: A Study of Cleveland Millennials," noted this about the region's millennials:

"The Cleveland metro's gains of college-educated, young adults since 2007 is quickening at a faster pace than the nation as a whole. Importantly, these young adults are choosing to live in Cleveland's urban core.

Today, 16% of the region's college-educated young adults live in the City of Cleveland, up from 10.6% in 2006. Moreover, it is not just college-educated young adults having higher concentrations in the city proper, but young adults in general. In 2006, only 20% of Greater Clevelanders aged 18 to 34 lived in the city, compared to 24% in 2013."



Most change in the number of adults aged 25 to 34 from 2000 to 2013

Community	Total	White	Hispanic	Black	Asian	Total Change in College Graduates, 2000 to 2013
Downtown	1,628	1,376	23	-186	415	3,357
Kamm's	1,604	1,314	93	123	74	1,214
Old Brooklyn	1,337	320	478	495	44	139
Edgewater	1,076	893	5	178	0	85
Tremont	718	731	-69	40	16	565

SOURCE: 2000 Census, 2013 ACS 5-Year, as published in "Mapping Adult Migration"

POPULATION BY AGE (2015)

	U.S. (2014)	Ohio	Cuyahoga	Geauga	Lake
19 and under	8,326,755	2,953,640	297,290	24,140	55,140
20-34 / Millennials	42,687,848	2,228,390	240,600	14,560	38,470
55-69/Baby Boomers	36,482,729	2,197,390	245,910	21,350	48,650

SOURCE: U.S. Census Bureau; Ohio Department of Development

Cleveland-area neighborhoods with highest percentage of each race

White Chagrin Falls Village 98.03 Bay Village 96.97 Valley View 96.85 Independence 96.62 Hunting Valley 96.61	American Indian North Randall 0.88 Cudell 0.73 Stockyards 0.71 Clark-Fulton 0.68 Detroit-Shoreway 0.64	Other race Clark-Fulton 26.66 Stockyards 22.04 Brooklyn Centre 21.21 West Boulevard 18.19 Cudell 16.73
Black Mt. Pleasant 97.72 Corlett 97.47 Forest Hills 97.46 Lee-Miles 97.28 Fairfax 97.1	Asian/Pac Islander Goodrich-Kirtland Park 31.1 University 18.1 Glenwillow 10.62 Solon 10.04 Downtown 7.77	Hispanic Clark-Fulton 44 Stockyards 34.74 Brooklyn Centre 31.54 West Boulevard 26.9 Detroit-Shoreway 25.12

SOURCE: NEO CANDO system, Center on Urban Poverty and Community Development, MSASS, Case Western Reserve University (based on 2010 census)

FOREIGN BORN/REFUGEES

Foreign-born population (2014)

Ohio: 4.1% Minneapolis: 15.1% New York: 37.1%
 Cleveland: 4.7% Austin: 18.4% Pittsburgh: 7.5%
 Los Angeles: 38.6% Chicago: 20.9% New Orleans: 6%

U.S.: 13.1%

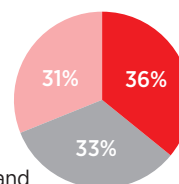
Language other than English spoken at home (2014)

U.S.: 20.9% | Ohio: 6.7% | Cleveland: 12%

SOURCE: U.S. Census Bureau

Refugee point of origin:

- Asia: 1,752 of total refugees resettled in Cleveland since 2000
- Europe: 1,587 of total refugees resettled in Cleveland since 2000
- Africa and the Middle East: 1,501 of total refugees resettled in Cleveland since 2000



Top cities of residence for refugees arriving in Cuyahoga County since 2000

Cleveland: 47%
 Lakewood: 31%
 Cleveland Heights: 7%

SOURCE: Economic impact report prepared for Refugee Services Collaborative of Greater Cleveland, 2012